C8910-1A
5/13/87

Military Market

MAGAZINE FOR THE MILITARY RETAIL SYSTEM ARMY TIMES PUBLISHING COMPANY MAY 1987 $4.00

NEW DIRECTIONS

Exchanges And mmissaries

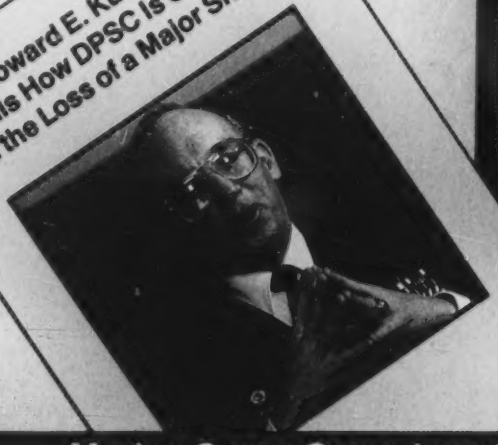
here will be a t of crosstalk."

— the military's top resale official

MMMD20814 1287 3 05 C 01
CONGRESSIONAL INFO SVC
JOSEPH MCNALLY
4520 E-W HWY/#800
BETHESDA MD 20814

Lt. Gen. Anthony Lukeman, USMC, the deputy assistant secretary of defense for military manpower and personnel policy.

Capt. Howard E. Kuhns, SC, USN, Reveals How DPSC Is Coping With the Loss of a Major Shipper



Marine Corps Commissaries Prepare to Go On-Line

Soda, Beer Makers Lure New Customers With Fancier Drinks

The Hottest in Cameras: Go Disposable or Totally Automatic

contents

MAY 1987 **VOL. 38, NO. 5**

Soft drinks, beer pop! — 18

Gen. Lukeman on MWR — 31

Capt. Kuhns and DPSC — 36

4 **Editorial**

6 **News** — DoD Directive 1330.17 is updated. Task force ponders shelfstocking. *The great MWR shift:* What about the jobs? How about all of those activities? In the midst of the MWR change, AAFES offers its services and schedules a professional development workshop.

14 **Letters to the Editor** — Advice on frequent delivery from Gloria Ellis; questions on prices.

18 **Market Report** — POP! goes the soft drink, beer biz, as manufacturers add new drinks and hoopla to their marketing plans.

26 **Market Report** — One-stop snapping: The hype is on for completely automatic SLRs.

31 **On the Firing Line** — New directions: Marine Corps Lt. Gen. Anthony Lukeman talks with MILITARY MARKET.

36 **On the Firing Line** — Loss of U.S. Lines and late deliveries vex DPSC and Navy Capt. H.E. "Ned" Kuhns.

40 **System of the Month** — Scanning and Reservist shopping should help sales for Marine Corps commissaries.

42 **Opinion** — Is AFCOMS obsessed with change?

44 **Supplier Notes/ Troop Maneuvers**

45 **Classified Ads/ Promos**

46 **Military Market Index**

47 **Com-Ex Comix/Ad Index**

48 **Calendar**

COVER PHOTOGRAPHS BY TRACY WOODWARD AND FRANCESCA SCOTT

Military Market
serving the military resale system

EDITOR
Nancy Tucker
MANAGING EDITOR
Robert A. Devaney
ASSOCIATE EDITORS
Jenice Armstrong, Beverly Jones
OFFICE MANAGER
Pattie Lykins
NEWS SERVICE
Martha Craver, Chief;
P.J. Budahn, Rick Maze,
Sharon Young
ART DIRECTOR
Miriam MacPherson
STAFF PHOTOGRAPHERS
Kate Patterson, Tracy Woodward
ADVERTISING MANAGER
Herbert Jacobs
CIRCULATION MANAGER
Joan Wurzburger
EDITORIAL PRODUCTION
Larry Jones
ADVERTISING PRODUCTION
Ann-Marie Saunders

EXECUTIVE OFFICES
6883 Commercial Drive
Springfield, Virginia 22159-0210
(703) 750-8676
ADVERTISING SALES OFFICES
1 Citicorp Center
153 East 53rd Street
New York, New York 10022
(212) 753-1040

SENIOR VICE PRESIDENT
Joseph G. Varga (Advertising)
VICE PRESIDENTS
Thomas B. Moore (Circulation)
Robert E. Schweitz (Editorial)
EXECUTIVE EDITOR
James S. Doyle
ADVERTISING DIRECTOR
Nat Kornfeld

Copyright 1987, The Times Journal Co., Army Times Publishing Co. — Trade Division. The material in this publication is copyrighted and may not be reproduced in whole or part without written permission of the publisher.

MILITARY MARKET, (USPS 911-580): Published 12 times a year by the Army Times Publishing Co., a division of The Times Journal Co., Springfield, Va. 22159-0210. Single copies: $4, except January Buyers Guide, July Almanac & Directory: $10 each. Subscriptions: 1 year, $35 (outside U.S., $45.); 2 years, $60 (outside U.S., $75); 1 year, outside U.S. via airmail, $180. Second class postage paid at Springfield, Va. and additional mailing offices. **POSTMASTER:** Send address changes to Military Market Magazine, Springfield, Va. 22159-0210.

Military Market index

COMMISSARIES

		JANUARY			YEAR TO DATE		
		CY'86	CY'85	% CHANGE	CY'86	CY'85	% CHANGE
	CONUS	$160,391	$165,569	-3.13	$160,391	$165,569	-3.13
	OVERSEAS	32,741	26,162	16.26	32,741	28,162	16.26
AIR FORCE	TOTAL	**193,132**	**193,731**	**-0.31**	**193,132**	**193,731**	**-0.31**
	CONUS	112,350	109,725	2.39	112,350	109,725	2.39
	OVERSEAS	38,325	34,335	11.62	38,325	34,335	11.62
ARMY	TOTAL	**150,675**	**144,060**	**4.59**	**150,675**	**144,060**	**4.59**
	CONUS	58,235	59,507	-2.14	58,235	59,507	-2.14
	OVERSEAS	6,817	6,497	4.93	6,817	6,497	4.93
NAVY	TOTAL	**65,052**	**66,004**	**-1.44**	**65,052**	**66,004**	**-1.44**
	CONUS	13,976	14,645	-4.57	13,976	14,645	-4.57
	OVERSEAS	277	252	9.92	277	252	9.92
MARINE CORPS	TOTAL	**14,253**	**14,897**	**-4.32**	**14,253**	**14,897**	**-4.32**
	CONUS	272	261	4.21	272	261	4.21
	OVERSEAS	312	355	-12.11	312	355	-12.11
COAST GUARD	TOTAL	**584**	**616**	**-5.19**	**584**	**616**	**-5.19**
	CONUS	$345,224	$349,707	-1.28	$345,224	$349,707	-1.28
ALL	OVERSEAS	$78,472	$69,601	12.75	$78,472	$69,601	12.75
COMMISSARIES	TOTAL	**$423,696**	**$419,308**	**1.05**	**$423,696**	**$419,308**	**1.05**
GROCERY STORES	U.S.[1]	$23.438	$22.749	3.03	$23.438	$22.749	3.03

EXCHANGES

		JANUARY			YEAR TO DATE		
		CY'86	CY'85	% CHANGE	CY'86	CY'85	% CHANGE
	CONUS	$222,873	$204,691	8.88	$222,873	$204,691	8.88
	OVERSEAS	182,146	148,827	22.39	182,146	148,827	22.39
AAFES	TOTAL	**405,019**	**353,518**	**14.57**	**405,019**	**353,518**	**14.57**
	CONUS[2]	67,757	58,750	15.33	67,757	58,750	15.33
	OVERSEAS[2]	30,433	27,709	9.83	30,433	27,709	9.83
NAVY	TOTAL[2]	**98,190**	**86,459**	**13.57**	**98,190**	**86,459**	**13.57**
	CONUS	19,018	20,615	-7.75	19,018	20,615	-7.75
	OVERSEAS	3,926	4,324	-9.20	3,926	4,324	-9.20
MARINE CORPS	TOTAL	**22,944**	**24,939**	**-8.00**	**22,944**	**24,939**	**-8.00**
	CONUS[3]	5,344	5,453	-2.00	5,344	5,453	-2.00
	OVERSEAS[3]	398	406	-1.97	398	406	-1.97
COAST GUARD	TOTAL[3]	**5,742**	**5,860**	**-2.01**	**5,742**	**5,860**	**-2.01**
	CONUS[4]	1,352	1,363	-0.81	1,352	1,363	-0.81
	OVERSEAS[4]	1,474	3,635	-59.45	1,474	3,635	-59.45
MAIL ORDER	TOTAL[4]	**2,825**	**4,998**	**-43.48**	**2,825**	**4,998**	**-43.48**
	CONUS	$316,344	$290,872	8.76	$316,344	$290,872	8.76
	OVERSEAS	$218,377	$184,901	18.10	$218,377	$184,901	18.10
ALL EXCHANGES	TOTAL	**$534,721**	**$475,773**	**12.39**	**$534,721**	**$475,773**	**12.39**
DEPARTMENT STORES	U.S.[1]	$8.652	$7.954	8.78	$8.652	$7.954	8.78

1) SOURCE: U.S. Department of Commerce. 2) Does not include sales of ship stores. 3) MM estimate, based on official data. 4) Includes consolidated sales for all services, including Coast Guard. NOTE: Individual figures may not add to totals because of rounding. All sales are expressed in millions (add 000), except grocery stores and department stores, which are in billions. Commissary sales include appropriate surcharges; exchange sales include concession volume.
NOTE: Distribution of sales by CONUS and overseas is based on definition by respective service and system. Figures do not include sales tax.